

TRADEWINDS

California Department of Food and Agriculture
Agricultural Export Program

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"WEBINARS" OFFERED BY COPES-CA PROGRAM

The Certified Organic Product Export Strategy for California (COPES-CA) program, implemented by the California Certified Organic Growers (CCOF) and the Monterey Bay International Trade Association (MBITA), is offering a series of free "webinars" to show organic growers and shippers how to use online technologies to become export competitive.

To register for these free half-hour "webinars," please go to <http://www.copes-ca.org/webinars.html>.

GROWING SUPPORT FOR IFIA JAPAN 2004

Asia's largest food ingredients and additives event just got bigger. Last year nearly 350 companies, occupying more than 700 booths, were visited by a record 25,000 buyers. Current rebook numbers are well ahead of last year's pace, indicating that for the 9th consecutive year, IFIA Japan will increase in size and scope.

IFIA Japan 2004 will be held May 26-28 at the Tokyo International Exhibition Center and is supported by the USDA.

Japan is the third largest market in the world for food additives and ingredients and is Asia's largest consumer of such products. IFIA Japan 2004 is the only place you can reach this market.

For more information, including registration forms, visit www.ejkruse.com/ifiajapan/index.html. You may also contact Khaliaka Meadry at (202) 720-3065 or Khaliaka.Meadry@fas.usda.gov

NEWS

A.G. KAWAMURA APPOINTED CALIFORNIA SECRETARY OF AGRICULTURE

A.G. Kawamura was sworn in as California's Secretary of Agriculture on November 17. Secretary Kawamura is a produce grower and shipper from Orange County, where his family grows strawberries, green beans and other specialty crops.

Secretary Kawamura has a long history of public service to his community and to agriculture. At the time of his appointment, he was a member of the California State Board of Food and Agriculture, where he had served since 1998. He is the immediate past chairman of the Agricultural Technical Advisory Committee, a USDA advisory position for international trade. He also held board positions with CDFA's Western Institute for Food Safety and Security, a partnership with U.C. Davis, and with the California Institute for Specialty Crops, a partnership with Cal Poly San Luis Obispo.

Secretary Kawamura is widely known for his passion for education and for his commitment to the issues of hunger and nutrition. As president of Orange County Harvest, a non-profit promoting agricultural partnerships with organizations combating hunger, he arranged for thousands of volunteers to harvest and glean over a million pounds of produce for area food banks. His nationally recognized urban projects, such as the 7-acre Common Ground project in San Juan Capistrano and 4-acre Incredible Edible Park in Irvine, are agricultural paradigms linking nutritional education and interaction with local schools and food banks.

In addition, Secretary Kawamura has served as president of the Orange County Farm Bureau, chairman of Western Growers Association, and president of the Orange County Agricultural Association.

Governor Arnold Schwarzenegger noted that Kawamura's "depth of knowledge of California's agricultural industry will be vital to restoring the California dream."

Source: CDFA Press Release, CDFA Website



California Department of Food and Agriculture

Secretary, A. G. Kawamura
Deputy Secretary, Elaine Trevino

Agricultural Export Program

Director, Esther Vicente; staff: Patricia "Kelsey" Olson, Joshua Eddy, Sarah Logue, and Anela Pompei

CDFA ADVISORY COMMITTEE VACANCIES

CDFA recently announced vacancies on the Shipping Point Advisory Committee and the Wine Grape Inspection Advisory Committee.

There are four member and four alternate vacancies for the Shipping Point Advisory Committee, which makes recommendations to the Agricultural Secretary on issues relating to the Shipping Point Inspection Program, the annual budget, and the fees needed to provide adequate inspection services.

The Wine Grape Inspection Advisory Committee has seven member and seven alternate vacancies, and makes recommendations to the secretary on inspection procedures, research, the annual budget, fees to ensure adequate inspection services, and matters pertaining to the certification of wine grapes.

Nominations for the Wine Grape Inspection Advisory Committee will be accepted until filled. The deadline for applications for the Shipping Point Advisory Committee is January 30, 2004. Send resumes for both committees to Mr. Rick Jensen, CDFA, Inspection and Compliance Branch, 1220 N Street, Sacramento, CA 95814.

For committee member qualifications and the full text of the press releases, please visit <http://www.cdca.ca.gov/exec/pa/pressreleases/>.

EXPORT OPPORTUNITIES

- A Belgian importer seeks suppliers of sugar-free apple syrup, chow chow, pecan oil, poblano peppers, seaweed, dried/smoked jalapenos, ground powdered salt, vinegar with honey, choke cherries, tea bags in individual, waterproof packages, and specialty dried mushrooms
- An Argentine company is seeking a supplier of Michigan navy bean seeds
- A Tunisian importer needs a supplier of beef male calves
- A Polish company is seeking a supplier of bulk dried fruits and nuts
- An Italian manufacturer is looking for a supplier of dried lima beans
- A Norwegian company needs a source of peanut butter
- A Palestinian company is seeking suppliers of rice
- A British company is interested in locating an independent raisin supplier

If you are interested in one or more of these export opportunities, please e-mail the Agricultural Export Program: aepinfo@cdca.ca.gov



RECENT FAS/USDA REPORTS

The following reports of interest were released during the month of November. Reports are available on-line at www.fas.usda.gov

Japan: Strawberries Annual

Taiwan: Retail Food Sector Report

France: Exporter Guide

Portugal: Exporter Guide

TRADE MISSION VISITS CENTRAL AMERICA

The USDA/FAS is sponsoring a trade mission to El Salvador and Panama March 7-12, 2004. The mission focuses on retail and the hotel/restaurant market in six countries: Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama. These countries imported a combined total of \$1.3 billion from the U.S. last year.

Best product prospects for these countries include dairy products such as cheese and cheese curd; snack foods; flour; soups; food ingredients; spices; cooking oils; preserved meats; salmon; upscale ready-to-eat products; tree nuts; wine; beer; processed/preserved fruits and vegetables; and pet foods.

Trade mission activities include market briefings by FAS and industry representatives; guided tours of supermarkets and retail outlets; informal meetings with major market players at a reception hosted by FAS; a product display with qualified trading partners; and at least fourteen one-on-one meetings with top importers, supermarket buyers, chefs, and food and beverage managers.

Applications are due January 15, 2004. The cost is \$999, but companies signing up by December 15 pay only \$850. Eligible expenses are reimbursable through the MAP Branded Program.

For more information, please contact Shani Zebooker at (202) 720-2075 or Shani.Zebooker@usda.gov

OPPORTUNITIES ABOUND AS THE XXVIII OLYMPIAD APPROACHES IN GREECE

Greece represents a dynamic market as it prepares to host the 2004 Olympic Games in August. Tourism is expected to double to 25 million visitors at the time of the Games. There are exciting opportunities for U.S. foods to meet the increased demand, especially for food products related to the Hotel, Restaurant, and Catering (HRI) sector.

Products with the best potential include frozen foods, meat, seafood, nuts, pulses, frozen bakery products, ingredients for the confectionary and bakery industries, snacks (salted and sweet), beer and wine.

One of the most effective tools to promote U.S. food items is to participate in Greece's largest food and beverage trade show to personally meet traders from Greece and neighboring countries. The 17th International Food and Drinks Exhibition will be held February 12-16, 2004 at Expo Athens, a newly built exhibition center. About 700 exhibitors are expected; the 2003 Show attracted 37,500 visitors. The FAS/Athens will organize a USA Pavilion in cooperation with the show organizers.

The USDA/FAS is also sponsoring a trade mission to Greece from March 28 to April 1, 2004. During the 17 days of the Olympics, 11.5 million meals will be served at Olympic facilities. Catering contracts for the Games will be awarded in February, and caterers will be looking for suppliers.

Trade mission participants will meet top importers, caterers, and supermarket buyers; promote their companies at a product display with qualified trading partners; go on guided tours of supermarkets, wine stores, and catering facilities; attend briefings by FAS staff, the Food Services Section Organizing Committee of the Olympic Games Athens 2004, the Supermarket Enterprises Association, the Frozen Foods Association, and the Wine Club; and have one-on-one meetings with at least five qualified trading partners.

Interested companies should immediately contact the appropriate coordinator listed below, as deadlines are fast approaching.

For more information about the 17th International Food and Drinks Exhibition, please telephone Danae Synodinou, Agricultural Marketing Specialist, at ++30-210-720-2234 or send an email to Synodinou@yahoo.com. For further details regarding the USDA/FAS trade mission, please call Shani Zebooker, Trade Mission Coordinator, at (202) 720-2075 or send an email to Shani.Zebooker@usda.gov.



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INCREASING INTEREST IN BABY VEGGIES

Growing demand for diminutive vegetables has researchers worldwide working to create exciting new varieties to introduce to the marketplace.

At the Agro-Mashov Agricultural Fair, for example, the Vegetable Production Board of Israel exhibited its latest collection of bite-size zucchinis, mini seedless watermelons, and one-ounce baby cucumbers with a special aroma. These vegetables are the result of several years of conventional breeding in projects funded by the Vegetable Board, together with the Ministry of Agriculture and several private companies.

In the area of southeastern Spain known as the Vegetable Garden of Europe, growers produce mini purple *graffiti* cauliflowers, dark green baby broccoli, and a panoply of baby salad greens. Spain also produces most of the world's cherry tomatoes.

These small vegetables appeal to consumers for several reasons. They're a convenient size—cherry tomatoes are sold in UK movie theaters as a snack, for example. The new mini watermelon would appeal to elderly or single shoppers who may have trouble carrying and/or consuming a ten-pound melon. The smaller vegetables also require much less cooking time than their larger counterparts, so they retain more of their nutritive value.

Sources: *Fruit&Veg Tech*, *Spain Gourmetour*

UPCOMING TRADE EVENTS

Supported by the California Department of Food and Agriculture

ANTAD

March 12-14, 2004, Guadalajara, Mexico

This is the biggest and most prestigious annual food and supermarket show in Mexico. At least 10,000 attendees are expected and twelve countries will be participating.

FOOD AND HOTEL SOUTH CHINA

June 23-25, 2004, Guangzhou, China

California's diverse agricultural products will be showcased to the lucrative hospitality and food service sector.

For information regarding any of these upcoming events, please e-mail the Agricultural Export Program: aepinfo@cdfa.ca.gov

